



## NEWS & INFORMATION

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### **THE SHACK joins The Cowtown Marathon As a Presenting Sponsor**

(Fort Worth, TX) --- The Board of Directors of The Cowtown, one of the largest multi-event road races in the country, announced that THE SHACK has joined The Cowtown as a presenting sponsor of the event.

THE SHACK has been the title sponsor of The Cowtown 10K since 2009 and now has expanded its commitment with The Cowtown by joining as a Presenting Sponsor. Representatives from the company will also join The Cowtown Board of Directors representing THE SHACK.

“As a Presenting Sponsor, THE SHACK demonstrates its commitment to the race and promoting health and wellness initiatives in the community. We are very pleased that they have expanded their sponsorship of The Cowtown and look forward to their continued service and involvement” commented Brian Hocker, Board Chairman for The Cowtown.

THE SHACK joins Chase, MillerCoors, Star-Telegram, The Center for Cancer and Blood Disorders, HCA North Texas, University of North Texas Health Science Center and NBC 5 as presenting sponsors. The Cowtown celebrates its 33<sup>rd</sup> consecutive year in 2011.

The Cowtown is a not-for-profit organization presenting a community event to promote good health and fitness to the residents of the greater Fort Worth area and beyond. Held the last weekend of February, it is one of the largest multi-road race events in the United States and also boasts some of the largest-numbers of child participants. More than 21,000 entrants participated in 2010. The website is [www.cowtownmarathon.org](http://www.cowtownmarathon.org)

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